

Financial training For non financial staff



The financial training specialists

Focus (profit)

Tesco are usually in the news as an example of a well-run, growing, profitable company. Less so recently! The attention in the last few months has been on their mishaps and problems.

But in the last few weeks they seem to have regained their focus. They've cancelled the opening of some new stores, and are closing a handful of unprofitable stores. They're selling off businesses that aren't central to their retail core, and are planning to close their Chestnut headquarters.

The message seems to be about focussing on the retail business, and keeping central overheads as lean as possible.

And that's a good message for all of us.

What's the essential core of your business? The thing you're really good at, and stand out in? That's the stuff to focus on. What's the peripheral stuff that's built up over the years? Stuff you're okay at, but don't really excel at?

And in the core of your business, which bits of it are really profitable, and which bits are merely mediocre? We might do this analysis by site (like Tesco), by product, or by customer. But we need to know where we're making money, and where we're losing it.

We'll waste a lot of time doing things we're not very good at, and dealing with failing parts of the business. Imagine if we could focus all that resource on doing more of the things that we excel at!

So focus – on the things you're good at, and that make money.